

MINUTES  
ECONOMIC DEVELOPMENT COMMISSION  
WEBSITE SUBCOMMITTEE SPECIAL MEETING  
FEBRUARY 23, 2012 - NOON  
GROTON PUBLIC LIBRARY, 52 NEWTOWN ROAD  
CONFERENCE ROOM 4

I. ROLL CALL

Present: Susan Dowling, George Mathanool and Bill Smith  
Staff: Eric Beeson, IT Dept.  
Other: Robert Frink (Citizen), Bill Johnson (Councilor)

II. ITEMS OF BUSINESS

Discussion of Town Web Page

The subcommittee discussed the action plan for development of a refined economic development website. A specific set of activities were delineated, the responsible person(s) identified and the due dates specified. George Mathanool recommended that the action plan also include an early May press release to cite the team's progress upon the Town Council's approval and RTM's review.

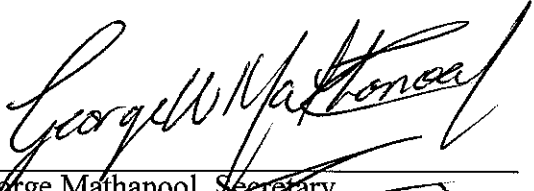
Bob Frink led the subcommittee through the proposed framework of the website. His work reflected the past conversations regarding creation of a visually rich website, to highlight the presence of several key industries and commercial potential of Groton, the improvement to webpage navigation, including compelling content and relevant business data, and ease for business applications. Linkages to external sites were considered and reviewed.

The subcommittee received support and valuable input from Eric Beeson, as he helped address compatibility and technical features related to the Town's current website environment. After reviewing numerous recommendations and modifications, the subcommittee and staff agreed to collaborate and define further appropriate directions for the proposed website,

Bill Smith reviewed the draft positioning statement and encouraged input from the subcommittee. The positioning statement will help shape the planned tag-line which is due on March 20. The creation of a separate graphical device/logo for the town's economic development site was discussed but was subsequently dismissed. Susan Dowling and Bill Johnson offered to make-up a list of tag-lines for the subcommittee's discussion later.

III. Adjournment

The Meeting adjourned at 2:10 p.m.

  
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George Mathanool, Secretary  
Economic Development Commission